



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Laurentian Bank becomes a prestige partner of Ski Québec alpin

Montreal, October 16, 2008 – Laurentian Bank and Ski Québec alpin (SQA) are proud to announce the conclusion of a new three-year partnership agreement. Effective immediately, and through the 2010-2011 ski season, the Bank will serve as a prestige partner of the provincial sports entity.

This partnership between the two organizations is aimed at developing alpine skiing throughout the province, while providing direct support to its various regions. Laurentian Bank will be making a significant contribution to the financing of regional circuits, thus maximizing the training and support available to young skiers before they even embark on the elite circuits. Thanks to the partnership with the Bank, competitive skiers in the province's regions will enjoy the benefits of new athletic development programs made possible by the availability of more resources.

"We are delighted to support the participation of our youth in sports activities like downhill skiing and to encourage them to surpass themselves," underlined Gladys Caron, Laurentian Bank's Vice-President of Public Affairs, Communications and Investor Relations. "This sponsorship is a good example of the numerous actions undertaken by the Bank to assist organizations active in communities in which we operate and to demonstrate our support for young people and their families."

"Like competitive skiing in this province, Laurentian Bank is an organization that is growing and whose growth is fuelled by a bold vision and a commitment to excel," added Daniel Lavallée, Executive Director of Ski Québec alpin. "The Bank's financial participation is vital to the introduction of high-performance programs that will enable us to nurture successors to such talented athletes as Erik Guay and Geneviève Simard. We are extremely proud to be associated with the Bank, a solid and involved Quebec-based financial institution that believes in the positive impact sports and physical activity makes within local communities."

Indeed, Laurentian Bank recognizes that, in order to create a champion, it is critical to work at the development structure level. Through its investments over the course of the next three years, the Bank will undoubtedly make a tangible contribution to the province's success in alpine skiing, as well as to the sport's recognition and appreciation throughout Quebec, Canada and beyond.

About Laurentian Bank (www.laurentianbank.ca)

Laurentian Bank of Canada is a banking institution operating across Canada and offering its clients diversified financial services. Distinguishing itself through excellence in service, as well as through its accessibility, the Bank serves individual consumers and small and medium-sized businesses. The Bank offers its products to a wide network of independent financial advisors through B2B Trust, as well as full-service brokerage solutions through Laurentian Bank Securities.

With 156 branches and 340 automated banking machines, Laurentian Bank of Canada is well established in the Province of Quebec, operating the third-largest branch network. Elsewhere

throughout Canada, it operates in specific market segments where it holds an enviable position. Laurentian Bank of Canada has more than \$19 billion in balance sheet assets. Founded in 1846, the Bank employs more than 3,500 people.

About Ski Québec alpin (www.skiquebec.qc.ca/index.php)

Ski Québec alpin is a provincial non-profit organization which manages and sanctions competitive skiing programs in Quebec. It is also committed to actively promoting excellence, health and well-being through the practice of the sport and through competition.

As a provincial entity, SQA oversees the organization of competitive alpine skiing and encourages and develops participation across the province. Its mandate includes the advancement of the sport, the recruitment and development of athletes, the organization of competitions, as well as the recruitment, training and retention of coaches, officials and administrators. The organization also works to spur athletes to participate in provincial and national competitions, while supporting the running and coordination of different events and the involvement of provincial teams in those events.

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